

2007 Breakfast Awards



Midwest Dairy Council is pleased to announce its 2007 Breakfast Awards! Up to \$10,000 will be awarded to participants that are bringing breakfast to their students in creative ways and with great results.

The benefits children receive from eating a nutritious breakfast are numerous and well documented. Eating breakfast yields better student test scores, increases concentration and attendance, decreases disciplinary problems and more.

Many schools recognize this opportunity and offer breakfast in the cafeteria. But there's an even better way to bring breakfast to children – using alternate breakfast service options. Offering breakfast in the classroom or outside of the cafeteria increases participation by providing service for children who arrive late or who prefer to socialize rather than eat, and by helping to remove the potential social stigma that the program is meant for low-income students.

Schools that offer a breakfast service or expanded breakfast options are encouraged to enter to win a Breakfast Award by going to www.midwestdairy.com. The application deadline is **November 30, 2007**.

Awards will be announced January 7, 2008.